

January 4, 2008

Dear Affiliate Partner:

To assist you in complying with the reporting requirements for children's television and the requirement that stations air "core" children's programming, we are providing you with episode-specific descriptions (for QUBO Kids on NBC) as set forth in the attached Community Relations Quarterly Children's Programming Report for 4th quarter 2008. The report includes information to help prepare FCC Form 398. Please note that we have not included the specific dates and times for each of the programs as that may be station-specific.

This report is divided into the following categories:

1. Programming information for those stations airing NBC Weather Plus children's educational and informational programming and episode numbers.
2. Educational Objectives: QUBO for both the 4th quarter 2007 and 1st quarter 2008.
3. Core programming: Regularly scheduled programming furnished by the NBC Network that is specifically designed to serve the educational and informational needs of children 16 and under.  
Please note that the age target for QUBO programming on NBC is 4-8 years old. Each of these programs is identified on-air as educational and informational with the "E/I" icon, and is similarly identified to the national listing services. To assist stations with the preemption report section of the new FCC Form 398, we have added specific episode numbers.
4. Other programming: Programming furnished by the NBC Network that contributes to the educational and informational needs of children 16 and under, but is not specifically designed to meet the educational and informational needs of children.
5. Public service announcements targeted to children 16 and under.
6. Non-broadcast efforts that enhance the educational and informational value of NBC Network programming to children.
7. Network on-air promotional efforts, which include a schedule of QUBO programming on NBC on-air promos.

The regularly-scheduled children's programming and promotional content furnished to you by the NBC Network during the 4th quarter of 2007 complied with the commercial limits of the Children's Television Act, provided that you broadcast and distributed such programming as furnished to you by NBC, and did not add any promotional or advertising content there to other than as directed by NBC via weekly postings on APT.

If you have any questions about these reporting requirements, please feel free to call us.

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## **“QUBO ON NBC” EDUCATIONAL OBJECTIVES**

### **For 4<sup>th</sup> Quarter 2007**

In compliance with the Children’s Television regulations that became effective January 2, 1997, the **QUBO Programming Block on NBC** features an on-air icon indicating that each program is “educational and informational” for children. This icon is displayed at the beginning of each broadcast. Also, in compliance with the regulations, the following document, which includes “educational and informational” objectives of **QUBO on NBC**, must be placed in your public file.

Each of the programs listed below, which make up the **QUBO** programming block, is specifically designed to serve the “educational and informational” needs of children ages 4-8. All of the programs have educational objectives that are central to the content and appropriate to the program genre.

There are five returning shows from last quarter and two new shows premiering this quarter. The two new shows are **“Postman Pat”** and **“My Friend Rabbit.”** **“Babar”** is replaced with **“Postman Pat”** for the first four weeks of the quarter and **“Jacob Two-Two”** for the remainder of the quarter. **“Larryboy Stories”** is subsumed by a full half-hour of the returning **“3-2-1 Penguins!”**

All shows were developed specifically for a target audience composed of children 4-8 years of age. Four of the shows are book-based series. Each show contains an important social-emotional message for the target audience, delivered through an animated narrative format.

**“Postman Pat”** is an animated show, based in England, about a mailman named Pat who drives through the countryside delivering mail with his cat, Jesse. Every day, as he sets out to deliver the mail, Postman Pat encounters a problem faced by his family, his friends, and sometimes, even himself. The show’s social-emotional messages convey how adults and children interact and work together to solve problems in everyday life.

Based on Mordecai Richler’s books, **“Jacob Two-Two”** is an animated show about the challenges of a little boy, the youngest of five siblings. Jacob is so small for his age that he often repeats himself just so he can be heard. His parents are compassionate, but his siblings are not, and Jacob has to be resourceful and inventive in learning how to assert himself, overcome his fears, get along with others, and still enjoy his childhood. He manages to turn even the most inconsequential events into adventures with his friends, Buford and Renee. Every adventure teaches him a life lesson, from learning how to be responsible to figuring out how to manage a bully. In addition, there are implicit lessons that promote a love for learning and language development usually conveyed through Jacob’s father, a full-time writer.

Inspired by children’s everyday life, **“Dragon”** is an animated show based on the book series of the same name by author and illustrator, Dav Pilkey. The show follows a little blue dragon as he faces everyday issues. Using a simple and direct approach to life, Dragon learns new information and develops new skills primarily through trial and error. Dragon is friendly and helpful, but he tends to see things from a unique perspective and sometimes that leads to trouble. As each story unfolds, the audience learns to see things in different ways, much like Dragon, and they learn how to problem-solve through ordinary challenges. Dragon shows how to take care of a pet, make new friends, or how to find the right hobby.

**“My Friend Rabbit”** is an animated show with two lead characters, Rabbit and Mouse, who work together to tackle challenges that are characteristic of the childhood experience. With each episode, Rabbit and Mouse, along with other friends, face a unique dilemma that compels them to think creatively about how to approach and solve their problem by trying out different solutions and persisting with new ideas when one fails.

**“3-2-1 Penguins!”** features two children – Jason and Michelle – whose vacation at their grandmother’s cottage ends up being more adventure than they expect when their toy spaceship with four toy Penguins comes to life. The children are sucked into the spaceship, where they meet the now live Penguins and journey through space to solve an inter-galactic disaster threatening the Penguins and their friends. Each story begins with a problem, a moral dilemma for one of the siblings that affects his/her relations with the other, and ends after the children have learned an important social-emotional message through their adventure. The show communicates messages on topics such as honesty, being patient with others, and avoiding jealousy.

**“VeggieTales”** and **“Larryboy Stories”** are shows that draw upon characters from two stories and use both long and short form material to provide social-emotional messages to children.

**“VeggieTales”** is a children’s series featuring animated vegetables who teach life lessons through stories. Hosted by Bob the Tomato and Larry the Cucumber, each episode begins by establishing the problem, uses short stories to parallel the situation with a problem and solution, and ends by reiterating the proposed solution and the life lesson learned through the experience. The show communicates social-emotional messages based upon the core values of honesty, kindness, forgiveness, and appreciation for all, using music, unusual characters, and allegorical storylines.

**“Larryboy Stories”** is about a young cucumber from the small town of Bumblyburg who works as a janitor at the Daily Bumble. He is also a Larryboy, a superhero who fights crimes and saves lives, bringing peace and safety to Bumblyburg. In doing so, Larry takes us through adventures which convey social-emotional messages that teach the core values of honesty, friendship, respect for others, forgiveness, and love for all.

Set in medieval times, **“Jane and the Dragon”** is an animated show that hails from Martin Baynton’s best-selling book about a middle class girl named Jane. Jane is raised in the Royal Court as a Knight-in-Training after she demonstrates her courage by leaving the castle to conquer the local dragon. The giant green Dragon, whose sense of humor exceeds his ferocity, instead becomes Jane’s best friend and a part of the castle community. In each episode, Jane encounters a challenge that tests her problem-solving skills and requires her to demonstrate her strength of character as a Knight of the King’s Guard. Sometimes Jane learns a moral lesson, and other times she uses her analytical ability to illustrate how a problem can be made less complicated and easily solved.

### **For 1<sup>st</sup> Quarter 2008**

There are no new shows for the 1<sup>st</sup> quarter 2008. All shows were developed specifically for a target audience composed of children 4-8 years of age. Four of the shows are book-based series. Each show contains an important social-emotional message for the target audience delivered through an animated narrative format.

#### **4<sup>th</sup> Quarter 2007 Show Summaries:**

**POSTMAN PAT** takes place in an English village and mines the social interdependencies of rural life to teach children about problem-solving and getting along with others. Postman Pat, our lead character, has a mail route that takes him and his cat, Jesse, throughout the countryside delivering mail and advice to his constellation of neighbors. While Pat may encounter a problem of his own, he also frequently comes to the aid of his friends and family who run into seemingly unfixable dilemmas drawn from everyday life. Within each episode, the characters learn, for example, how to get things done on time, fulfill their commitments, work cooperatively as a team, have confidence in their abilities, and be inclusive of others in order to get along. Children will see adults and children living and interacting with others respectfully and thoughtfully in very trusting and kindhearted relationships.

**JACOB TWO-TWO** is a very little boy with a very big heart. As the youngest member of a large family, Jacob has to say things twice so he can be heard. He looks up to his siblings, but tends to be ignored or bullied by them when he tries to be a part of their activities. However, he does get noticed when he inadvertently lands himself in adventures that involve mysterious neighbors, international spies, and villains that come in all shapes and sizes. Often accompanied by his closest pals, Buford and Renee, Jacob Two-Two finds innovative ways to get in and out of hot water as he tumbles through a series of exciting adventures with honesty, integrity and a whole lot of determination.

**DRAGON** is a cheerful, lovable and curious blue dragon who lives in a colorful little house where all his friends and anyone else who needs comfort or advice are welcome. Every day, Dragon faces a new situation that needs to be solved, and he does it in his unique Dragon-like way. If he can't get it right the first time, he keeps trying until he does. With each story, we find a new way to learn simple life skills through Dragon and his friends, Cat, Ostrich, Beaver, Alligator, and Mail Mouse.

**MY FRIEND RABBIT** models constructive problem-solving for young children, ages 4-8. In each episode, the story characters find themselves facing a different dilemma that is drawn from a typical childhood experience. Rabbit and Mouse usually lead us through creative problem-solving, which involves tenacity and working in teams. The group may figure out how to make the most of a bad situation, invent toys from everyday objects, solve some of nature's riddles, respect their differences, or take care of others who need a little extra help. The characters specialize in converting a challenge into a social activity filled with optimism, creativity and humor. The series helps children learn to "think out of the box" by showing viewers how the characters work together to come up with possible solutions, and persist with new ideas when one solution fails.

**3-2-1 PENGUINS!** draws upon characters from two stories and uses both long and short form material involving these characters to provide social-emotional messages to children. The show features two children, Jason and Michelle, whose vacation at their grandmother's cottage ends up being more adventure than they expect when their toy spaceship with four toy Penguins comes to life. The children are sucked into the spaceship, where they meet the now live Penguins and journey through space to solve an inter-galactic disaster threatening the Penguins and their friends. Each story begins with a problem and ends after the children have learned an important social-emotional message through their adventure with the Penguins.

**VEGGIETALES** and **LARRYBOY STORIES** are shows that draw upon characters from two stories and use both long and short form material to provide social-emotional messages to children. **VEGGIETALES**, narrated by animated veggies, Bob the Tomato and Larry the Cucumber, teaches life lessons through wit and humor. Each episode contains one or two short animated stories that illustrate core values to children in an entertaining way. Stories are interrupted with silly songs, usually sung by Larry the Cucumber, that contain whacky lyrics in a catchy tune. Each episode ends with Bob and Larry reinforcing the lesson learned through the stories. **LARRYBOY STORIES** is about a young cucumber-janitor named Larry from the Daily Bumble who assumes a superhero persona to fight crimes and save lives, bringing peace and safety to the small town of Bumblyburg. In doing so, Larry takes us through adventures where he and his viewers learn core values of honesty, friendship, respect for others, forgiveness, and love for all through social-emotional messages embedded within the story.

**JANE AND THE DRAGON** is a coming-of-age story about a middle class, medieval girl who lives in the Royal Court with her family. As an only child, Jane is raised to be a Lady-in-Waiting but through her determination and a stroke of luck, she ends up being trained as a Knight in the King's Guard. Accompanied by her best friend, a giant green Dragon that lives in her backyard, Jane experiences a series of adventures that test her character and her skills as a young knight in a castle full of friends and foes. Each episode in the show takes us through the problems and challenges Jane encounters and the process she goes through to find the solutions for them.



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**To:** All Partner Stations                      **From:** Lynn Stepanian, SVP/Programming & Distribution

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**Re:** FCC Children's Quarterly Report – 4<sup>th</sup> Quarter 2007

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**Date:** January 2, 2008                      **Copies To:**

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ATTENTION PUBLIC FILE ADMINISTRATOR

We will be providing this information in the legal section of our Affiliate website. This information is verification of the programs which ran and that commercial limitations were not exceeded within network and syndicated programming.

**For Partners Disseminating CW PLUS Signal Via Cable Only:** As a partner station, you should only keep this information on file. YOU DO NOT NEED TO FILE ANYTHING WITH THE FCC. Remember, this is a cable channel, not a broadcast station. Cable is NOT obligated to file their compliance with the FCC because there is no licensing involved. Should your cable systems carrying the channel request copies of this information, please provide them with it. Please let us know if you have any questions.

Please feel free to contact Bethany Berdes at (818) 977-8246 with any questions (or e-mail your request to [bethany.berdes@cwtnv.com](mailto:bethany.berdes@cwtnv.com) and she will forward as soon as possible).

#### CW Educational Programming

Attached is a list of 4<sup>th</sup> Quarter 2007 CW Children's Educational Programming for your public files.

#### Statement

This statement is designed to furnish you with additional information concerning the commercial matter contained in the network's children's programs, and to enable you to more easily comply with the requirements of the Children's Television Act of 1990.

The following is a list of all CW Television Network programs which were produced and broadcast with the intention of primarily reaching an audience of children twelve years old and younger that were scheduled for broadcast during the fourth quarter of 2007. Each of these programs were formatted to allow for no more than 10.5 minutes of commercial time per hour on weekends and 12 minutes of commercial time per hour on weekdays.

The "E/I" notation represents "core" educational programming on The CW that The CW believes meets the FCC educational programming three (3) hour processing guideline.

## CHILDREN'S PROGRAMS

### The CW Television Network

1. Program: The Batman  
Rating: TV-Y7 FV  
Length: 30 minutes
2. Program: Johnny Test  
Rating: TV-Y7  
Length: 30 minutes
3. Program: Tom and Jerry Tales  
Rating: TV-Y  
Length: 30 minutes
4. Program: Shaggy & Scooby-Doo Get a Clue  
Rating: TV-Y7  
Length: 30 minutes
5. Program: Legion of Super Heroes  
Rating: TV-Y7 FV  
Length: 30 minutes
6. Program: Will & Dewitt  
Rating: TV-Y E/I  
Length: 30 minutes
7. Program: Magi-Nation  
Rating: TV-Y E/I  
Length: 30 minutes
8. Program: Skunk Fu!  
Rating: TV-Y7  
Length: 30 minutes
9. Program: Eon Kid  
Rating: TV-Y7 FV  
Length: 30 minutes
10. Program: Teen Titan  
Rating: TV-Y7  
Length: 30 minutes

### THE CW PLUS

1. Program: Deglassi: The Next Generation  
Rating: TV-PG (E/I 13-16)  
Length: 30 minutes

## Children's Programming Commercial Limitations:

The following is a list of the amount of commercials allowed into KOMU-TV children's programming. The programs are formatted so that additional commercial time cannot fall into the programs deemed educational and informational. Formats are reviewed on an annual basis.

The NBC/QUBO Kids programs which are designated as educational and informational formatted to allow 1:00 of local advertising time. These programs are:

Postman Pat  
Jacob Two-Two  
Dragon  
My Friend Rabbit  
3-2-1 Penguins/Larry Boy Stories  
Veggie Tales  
Jane & The Dragon

KOMU syndicated programs which are designated as educational and informational allow formatted local advertising time designated below. These programs are:

Wild About Animals	3:30
Jack Hanna's Animal Adventures	5:00
Critter Gitters	3:00

The NBC Weather Plus (KOMU-DT 8.2) programs which are designated as educational and informational formatted to allow 1:30 of local advertising time. These programs are:

Weather Plus U

The CW Network and CW Plus (KOMU-DT 8.3) programs which are designated as educational and informational allow formatted local advertising time designated below. These programs are:


Will & Dewitt	:30
Magi-Nation	:30
Degrassi: The Next Generation M-F	Zero
Degrassi: The Next Generation Sat	1:00



CERTIFICATION  
CHILDREN'S PROGRAMMING

This is to certify that KOMU-TV, as a standard practice, formats all of its children's programming for children 16 and under, or for children 12 and under, including programs provided through the network (NBC, NBC WX Plus & CW) and syndicated programs acquired by KOMU-TV, so that all such programming fully complies with the statutory limits of commercial content.

Date: 11/10/08

  
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Programs designated for children 16 and under:

Postman Pat (NBC)  
Jacob Two-Two (NBC)  
Dragon (NBC)  
My Friend Rabbit (NBC)  
3-2-1 Penguins/Larry Boy Stories (NBC)  
Veggie Tales (NBC)  
Jane & The Dragon (NBC)  
Wild About Animals (SYN)  
Critter Gitters (SYN)  
Jack Hanna's Animal Adventures (SYN)  
Weather Plus U (NBC WX Plus)  
Degrassi: The Next Generation (SYN)  
Will & Dewitt (SYN)  
Magi-Nation (SYN)

## WEB ADDRESS CERTIFICATION

### CHILDREN'S PROGRAMMING

This is to certify that KOMU-TV, as a standard practice, does not locally display web site addresses during or adjacent to children's programming for children 16 and under, or for children 12 and under, including programs provided through the network and syndicated programs acquired by KOMU-TV. If website information is provided, it is integrated into the program at the direction of the children's program producer.

Date: 1/10/08

Matt Skell